



LEO BURNETT U.S.A.

OFFICE MEMO

November 14, 1996

TO: Tom Lauinger - PM  
Diane Dilbert - 18  
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Rebecca Prazak - 14  
Brett Gardner - 14

cc: Sonya Rush - PM  
Beth Chiarucci - 19  
Matt Jarvis - 19  
John Wolf - 18

FROM: Connie Bulanda

**RE: 1997 Virginia Slims Spring V-Wear Direct (Club and Offensive)**

This forwards preliminary production matrixs for reference when reviewing upcoming bluelines for the Spring V-Wear Club and Offensive mailing versions.

The attached matrixs specifically outline audience descriptions, POS#, coupon UPC codes, coupon values, coupon expiration date, V-Wear order form return addresses and order expiration date, requalification survey return addresses and survey expiration date and the undeliverable return address.

Please feel free to give me a call with any questions.

Thanks.

Connie  
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